

GARDEN MUMS for SPRING SALES

The ease of flowering garden mums in spring, permits using them right along with other bedding plants for spring merchandising. Customers today know mums can be flowered in off-season and they prefer, when possible, making selections by colors — plants in bloom — when buying for the yard and garden. Customers just naturally visualize the mass of bloom which will materialize in the fall, and readily make purchases when attracted to planting stock exhibiting bloom.

HERE'S HOW. Mums planted to three-inch pots the last of February, pinched one week later, grown at a night temperature of 60°+, will offer a progression of flower in May. If the grower wishes to spread out the planting for this crop, cuttings can be potted over a longer period, starting earlier, and thus lengthen the selling time for which you may wish to have blooming plants for your market. Depending upon the varieties only 8 or 9 weeks are required to bloom.

The above procedure for flowering garden mums thru-out the spring season does not require the use of black cloth or supplementary light. Not all the garden varieties are suited for spring flowering, some

initiate bud unevenly, others grow too tall. Selections should be made from our recommended list, or if you wish, depend on us for your selection. Savings are made in purchasing by 'Collection Rate.'

RECOMMENDED VARIETIES

White

Crystal Maid  
Chris Columbus  
Shalimar  
Ostosa  
Corsage Cushion  
Lyric  
Maestro

Red & Bronze

Toronto  
Bronze Queen  
Remembrance  
Morocco  
Red Velvet  
September Cheer  
Lipstick

Yellow

Early Gold  
Yellow Pomponette  
Yellow Chris Columbus  
Moonlight  
King's Ransom  
Chiquita  
Yellow Spoon

Pink & Lavender

Joyous  
Purple Waters  
Cecelia  
Spellbound  
Major Cushion  
Mischief  
Fuschia Fairy

1960

Garden Mums

GARDEN MUMS FOR DIRECT FIELD PLANTING

When Mums are picked up direct at the source of propagation, the rooted cuttings can be planted right to the field — providing good cultural practice is followed. But cuttings which have been shipped, thus held in cartons for 2 to 5 days, should first be transplanted into pots or flats to freshen up and harden off, even for just a short time. A cutting

for

Spring Blooming Pots

Container Growing

All-season Merchandising

which has been held in the dark while in transit will lengthen somewhat and become extremely tender, and if then subjected to the rigors of bright sun and dry, windy field conditions, heavy loss is apt to occur. If transplanted, cuttings will green-up very rapidly, and be ready in just a short time for either merchandising or planting to the field rows.

Container-Grown Garden Mums for FALL SALES

Have you tried shading a crop of garden mums with black cloth to advance the flowering period? It can be done, easily and profitably! With the use of black cloth, you can bring a crop of container-grown mums well ahead of the normal fall blooming period — up to one month ahead, depending upon varieties. You extend the selling season! You command a better price!

All you need to do is cover them with black cloth each day at 5 P.M., then remove the cloth the next morning at 8 o'clock. This merely lengthens the

number of night hours so buds will initiate for earlier flowering. Try it for a longer season of selling.

The following schedule is suggested:

Pot cuttings (1 to container) 2¼", or 2½" .... June 1st  
Pinch ..... June 10th  
Transplant to containers ..... June 22-25  
Pinch (prune severely to shape up) ..... July 1st  
Shade (black cloth until color shows) ..... July 20th  
(The above schedule is flexible — leeway is allowed)

RECOMMENDED VARIETIES

Nanook  
White Rice  
Corsage Cushion  
Lyric  
Ostosa  
Chiquita  
Yellow Supreme  
Yellow Pomponette  
Golden Fantasy  
Lee Dick

Coquette  
Fuchsia Fairy  
Orchid Helen  
Major Cushion  
Rose Queen  
Lipstick  
Alert  
Bronze Queen  
Morocco  
Mischief

**Containers:** Those which are durable, of nice appearance, and about one gallon capacity. If possible, place containers on black plastic, roofing paper, or pea gravel, to inhibit weeds.

**Soil mix:** Your regular canning mix; or a good loamy soil with heavy addition of peat and/or perlite; good drainage is important.

**Spraying:** Regular spraying with a fungicide and insecticide; weekly intervals recommended.

**Feeding:** Supplemental feeding is necessary. We suggest 4-8 oz. per 25 gallons of 20/20/20 (soluble) at weekly intervals, applied in saturation as irrigated. Close observation, or soil testing is important.

White

	Height	Flowering Date
CRYSTAL MAID. Cream white, low growing, non-fading	Med.	Sept. 15
MARTIN'S WHITE. Large pure white, compact and bushy	Short	Sept. 15
NANOOK. Cream white flowers. Cushion	Short	Sept. 15
POWDERPUFF. White in wide mounds. Cushion	Short	Sept. 20
JESSAMINE WILLIAMS. Quilled white spoon; prolific	Med.	Sept. 25
OSTOSA. Large glistening white; low growing	Short	Sept. 25
RAGGEDY ANN. White carnation flowered cushion	Short	Sept. 25
SHALIMAR. Creamy white, large flowers; sturdy growth	Med.	Sept. 25
WHITE RICE. Fully double, 2-inch white pompons	Short	Sept. 25
CHRIS COLUMBUS. Cream white; large and vigorous	Med.	Oct. 1
CORSAGE CUSHION. Opening white, shading to pink	Short	Oct. 1
JULIE B. Early white button. Cushion	Short	Oct. 1
SPINDRIFT. White with cream center, 3-inch flowers	Med.	Oct. 1
AVALANCHE. Large shaggy white with cream center	Med.	Oct. 5
GLACIER. White to blush-white, sizable flowers	Short	Oct. 5
LYRIC. White cushion, immaculate single	Short	Oct. 5
PILGRIM. Clear white large pompon; durable; compact	Med.	Oct. 5
WHITE CLOUD. Pure white, large, vigorous	Med.	Oct. 5
BENORA. Large white with cushion type growth	Med.	Oct. 8
CLASSIC. Pure white, medium pompon. Fine for cutting	Tall	Oct. 10
MAESTRO. Cream white pompon; low growing plant	Short	Oct. 10

Pink & Lavender

	Height	Flowering Date
CECIL BEED. Deep lavender-pink; free flowering	Med.	Sept. 15
GREMLIN. Orchid pink pompon; low growing	Short	Sept. 15
LORENZO. Dark quilled purple	Med.	Sept. 15
ORCHID HELEN. Orchid-pink; sturdy and strong	Short	Sept. 15
COQUETTE. Excellent rose-pink cushion	Short	Sept. 20
MINNPINK. Clear rose-pink cushion	Short	Sept. 20
CAMEO. Pink cushion; an improved Major Cushion	Short	Sept. 25
CECELIA. Purple cushion; globular habit	Short	Sept. 25
JOAN HELEN. Garnet-purple, shading to crimson	Short	Sept. 25
PINK SPOON CUSHION. Pink; large, full flower	Short	Sept. 25
PURPLE CUSHION. Purple-red flowers; shapely habit	Short	Sept. 25
PURPLE QUEEN. Deep purple cushion; fine growth habit	Short	Sept. 25
PURPLE WATERS. Early deep purple, 3-inch flowers	Med.	Sept. 25
ROSE QUEEN. Rose-red; shapely cushion habit	Short	Sept. 25
SEPTEMBER CHEER. Vivid pink, cushion habit	Short	Sept. 25
SEPTEMBER DAWN. Rose-pink; prolific short pink	Short	Sept. 25
SPELLBOUND. Brilliant lavender. Medium double flowers	Med.	Sept. 25
ARISTOCRAT. Deep cerise overcast claret; sturdy	Med.	Sept. 28
ALERT. Large, dark purple with a silvery cast	Med.	Sept. 28
SALUTE. Deep purple flowers. Cushion	Short	Sept. 28
EVELYN DEVANEY. True shell-pink; vigorous and clean	Med.	Oct. 1
FUCHSIA FAIRY. (COCHECO) Profuse, light pink cushion	Short	Oct. 1
HELEN BOGUE. Massive light purple; disbud for football	Med.	Oct. 1
JOYOUS. Lavender rosy-pink cushion. Prolific bloom	Short	Oct. 1
LOVELY LASS. Delicate pink. Cushion	Short	Oct. 1
OLD LAVENDER. Large pure lavender; strong and sturdy	Tall	Oct. 1
PATRICIA LEHMAN. Sparkling peach-pink	Med.	Oct. 1
STYLISH. Large deep rose flushed raspberry-cerise	Med.	Oct. 1
ALLEGRO. Shrimp-pink shaded copper. Cushion type	Med.	Oct. 1
AMETHYSTINE. A blending sheen of pink and purple	Med.	Oct. 5
BETTY. Bright salmon-pink; large, upright, sturdy	Tall	Oct. 5
JOYBRINGER. Salmon-rose large pompon; wide growth	Short	Oct. 5
MAJOR CUSHION. Lavender-rose cushion; rounded habit	Short	Oct. 5
MISCHIEF. Rosy red, bold yellow centers	Med.	Oct. 5
TREVANIA. Coral-pearl pastel; beautiful for cut	Med.	Oct. 5
MASQUERADE. Silvery lavender and rose, medium pompon	Med.	Oct. 10

Bronze & Red

	Height	Flowering Date
AUTUMNSONG. Early wine-red shading to carmine. Cushion	Short	Sept. 10
TECUMSEH. Red aging to buffy bronze. Cushion	Short	Sept. 10
APRICOT GLOW. Rich apricot-bronze. Cushion	Short	Sept. 15
EARLY CRIMSON. Early flowering bright crimson	Med.	Sept. 15
EARLY HARVEST. Mahogany orange cushion	Short	Sept. 15
POMPONETTE. Golden-bronze, medium pompon	Short	Sept. 15
BRONZE QUEEN. Copper bronze pompon; cushion habit	Short	Sept. 20
FLAMBOYANT. Flaming orange bronze; stately and lively	Med.	Sept. 20
GEORGE LUXTON. Soft bronze; early season	Med.	Sept. 20
MINNBRONZE. Bronze cushion	Short	Sept. 20
TORONTO. Rich coppery-bronze; cushion-like	Short	Sept. 20
CROWNING GLORY. Orange overcast coral, 3-inch blooms	Tall	Sept. 25
ORINOCO. Crimson cushion, non-fading, rounded habit	Short	Sept. 25
ORSONA. Red and bronze. Cushion	Med.	Sept. 25
RED ELF. Cushion habit, red pompon	Short	Sept. 25
MAHOGANY CUSHION. Jasper red cushion	Short	Sept. 25
MIKADO. Turkish red; large and massive football type	Tall	Sept. 25
ROUGE CUSHION. Red with yellow center. Semi-cushion	Med.	Sept. 25
ADMIRATION. Salmon fawn, flowers in profusion	Med.	Sept. 28
APACHE. Oriental-red, aging to reddish-bronze	Med.	Sept. 28
SCARLET CRIMSON. Glowing bright red	Med.	Sept. 28
DAN FOLEY. Tangerine-orange scarlet; cushion habit	Short	Oct. 1
JUBILEE. Crimson mellowing to a deep clear red, pompon	Med.	Oct. 1
LIPSTICK. Brilliant red. Mid-season cushion	Short	Oct. 1
MOROCCO. Reddish-bronze, large flowers. Cushion-like	Short	Oct. 1
REDWOOD. Clean orange-red cushion	Short	Oct. 1
ROYALIST. Ox-blood red pompon	Med.	Oct. 1
RUBESCENT CUSHION. Ruby red cushion	Short	Oct. 1
COURAGEOUS. Dark ruby-red, large double flowers	Med.	Oct. 5
ELITE CUSHION. Apricot-bronze cushion	Short	Oct. 5
HUNTSMAN. Scarlet orange. A good cut flower	Tall	Oct. 5
INDIAN RED. Indian rust color; unique, large flower	Med.	Oct. 5
MONA. Rust-bronze medium pompon. Excellent cut	Med.	Oct. 5
RED VELVET. Deep velvety crimson. Sturdy and strong	Med.	Oct. 5
REMEMBRANCE. Dark carmine red, holding color well	Med.	Oct. 5
TINY RUBIES. Hunters-red, daisies, low cushion	Short	Oct. 5
ADMIRAL. Velvety dark red. Excellent for cutting	Tall	Oct. 10
CARMINE QUEEN. Dark carmine pompon. Frost tolerant	Tall	Oct. 10

Yellow

	Height	Flowering Date
CREAMPUFF. Light yellow sport of Powderpuff. Cushion	Short	Sept. 15
EARLY GOLD. Bright golden-yellow medium pompon	Short	Sept. 15
LEMON DROP. Lemon-yellow button pompon. Cushion	Short	Sept. 15
MARTIN'S YELLOW. Short growing, large yellow	Short	Sept. 15
MURIEL RICE. Primrose-yellow; disbud for football	Med.	Sept. 15
PATHFINDER. Bright gold with deeply serrated petals	Med.	Sept. 15
YELLOW CUSHION. Soft yellow cushion. Long season	Short	Sept. 15
YELLOW POMPONETTE. Bright yellow medium size pompon	Short	Sept. 15
GOLDEN FANTASY. Bright golden carnation flower	Short	Sept. 20
GOLD BUTTON. Deep golden yellow; early and lasting	Med.	Sept. 20
LEE DICK. Lemon-yellow pompon. Cushion	Short	Sept. 25
MAPLE MOUND. Bronze cushion, shading to yellow	Short	Sept. 25
ASTORIA. Deep lemon pompon; excellent habit	Med.	Sept. 25
BUTTERSCOTCH. Huge golden-yellow with bronze tints	Med.	Sept. 28
HOLIDAY. Golden bronze, large flowers, strong	Med.	Sept. 28
GOLD RIBBON. Light orange to deep yellow. Pompon button	Short	Oct. 1
JOHN MILBRATH. Fully double, football type, yellow	Med.	Oct. 1
KING'S RANSOM. Sturdy golden-yellow; eye catching	Med.	Oct. 1
MOJAVE GOLD. Huge flowers of sparkling golden-bronze	Med.	Oct. 1
MOONLIGHT. Soft clear yellow, large pompon	Med.	Oct. 1
YELLOW CHRIS COLUMBUS. Bright lemon; vigorous	Med.	Oct. 1
YELLOW SUPREME. Bright lemon-yellow. Cushion	Short	Oct. 5
CHARLES NYE. Deep lemon, large pompon; sturdy	Med.	Oct. 5
CHIKUITA. Lemon-yellow, small pompon. Cushion	Short	Oct. 5
LEE POWELL. Chinese-yellow flowers in large size	Med.	Oct. 5
NEWTON. Large golden-yellow; disbud for football	Med.	Oct. 5
SILETZ. Fully double bright yellow	Med.	Oct. 5
YELLOW SPOON. Bright clear yellow spoon	Med.	Oct. 5
RUBY BREITHAUPT. Primrose-yellow; disbud for football	Med.	Oct. 10
TREASURE. Yellow, small pompon; frost resistant	Tall	Oct. 10

1960 GARDEN MUMS  
CUNNINGHAM GARDENS  
INCORPORATED  
WALDRON, INDIANA

1960 GARDEN MUMS





Astoria



Dan Foley



Cameo



Maple Mound



Joyous



King's Ransom



September Cheer



Corsage Cushion

1960



1960

LIBRARY  
RECEIVED  
★ FEB 2 1960 ★  
U. S. Department of Agriculture



Lyric



Stylish

# Garden Mums



Orinoco



Lee Dick



Minnbronze



Nanook



Trevania



Newton



# 1960 ORDER SHEET

Sold To .....

Ship To .....

Date of Order .....

Shipping Date .....

Ship Via .....

Amount Enclosed .....

## PRICE SCHEDULE

25 of one variety .....	\$2.00
50 rate, one variety .....	\$3.50
100 rate, one variety .....	\$6.00 per 100
500 rate, one variety .....	\$5.50 per 100

SUBSTITUTIONS PERMITTED ..... ☐

NO SUBSTITUTIONS PERMITTED ..... ☐

MINIMUM ORDER, 300 rooted cuttings

## White

## Pink & Lavender

## Yellow

## Bronze & Red

Quan.	Variety	Amt.	Quan.	Variety	Amt.	Quan.	Variety	Amt.	Quan.	Variety	Amt.
.....	Crystal Maid	.....	.....	Pink Spoon Cushion	.....	.....	Martin's Yellow	.....	.....	Early Harvest	.....
.....	Martin's White	.....	.....	Purple Cushion	.....	.....	Muriel Rice	.....	.....	Pomponette	.....
.....	Nanook	.....	.....	Purple Queen	.....	.....	Pathfinder	.....	.....	Bronze Queen	.....
.....	Powderpuff	.....	.....	Purple Waters	.....	.....	Yellow Cushion	.....	.....	Flamboyant	.....
.....	Jessamine Williams	.....	.....	Rose Queen	.....	.....	Yel. Pomponette	.....	.....	George Luxton	.....
.....	Ostosa	.....	.....	Sept. Cheer	.....	.....	Golden Fantasy	.....	.....	Minnbronze	.....
.....	Raggedy Ann	.....	.....	Sept. Dawn	.....	.....	Gold Button	.....	.....	Toronto	.....
.....	Shalimar	.....	.....	Spellbound	.....	.....	Lee Dick	.....	.....	Crowning Glory	.....
.....	White Rice	.....	.....	Aristocrat	.....	.....	Maple Mound	.....	.....	Orinoco	.....
.....	Chris Columbus	.....	.....	Alert	.....	.....	Astoria	.....	.....	Orsona	.....
.....	Corsage Cushion	.....	.....	Salute	.....	.....	Butterscotch	.....	.....	Red Elf	.....
.....	Julie B.	.....	.....	Evelyn Devaney	.....	.....	Holiday	.....	.....	Mahogany Cushion	.....
.....	Spindrift	.....	.....	Fuchsia Fairy	.....	.....	Gold Ribbon	.....	.....	Mikado	.....
.....	Avalanche	.....	.....	Helen Bogue	.....	.....	John Milbrath	.....	.....	Rouge Cushion	.....
.....	Glacier	.....	.....	Joyous	.....	.....	King's Ransom	.....	.....	Admiration	.....
.....	Lytic	.....	.....	Lovely Lass	.....	.....	Mojave Gold	.....	.....	Apache	.....
.....	Pilgrim	.....	.....	Old Lavender	.....	.....	Moonlight	.....	.....	Scarlet Crimson	.....
.....	White Cloud	.....	.....	Patricia Lehman	.....	.....	Yel. Chris Columbus	.....	.....	Dan Foley	.....
.....	Benora	.....	.....	Stylish	.....	.....	Yellow Supreme	.....	.....	Jubilee	.....
.....	Classic	.....	.....	Allegro	.....	.....	Charles Nye	.....	.....	Lipstick	.....
.....	Maestro	.....	.....	Amethystine	.....	.....	Chiquita	.....	.....	Morocco	.....
			.....	Betty	.....	.....	Lee Powell	.....	.....	Redwood	.....
			.....	Joybringer	.....	.....	Newton	.....	.....	Royalist	.....
			.....	Major Cushion	.....	.....	Siletz	.....	.....	Rubescient Cushion	.....
			.....	Mischief	.....	.....	Yellow Spoon	.....	.....	Courageous	.....
			.....	Trevania	.....	.....	Ruby Breithaupt	.....	.....	Elite Cushion	.....
			.....	Masquerade	.....	.....	Treasure	.....	.....	Huntsman	.....
			.....	Yellow		.....	Bronze & Red		.....	Indian Red	.....
			.....			.....			.....	Mona	.....
			.....			.....			.....	Red Velvet	.....
			.....			.....			.....	Remembrance	.....
			.....			.....			.....	Tiny Rubies	.....
			.....	.....	Creampuff	.....	.....	.....	.....	Admiral	.....
			.....	.....	Early Gold	.....	.....	.....	.....	Carmine Queen	.....
			.....	.....	Lemon Drop	.....	.....	.....	.....		.....

## Pink & Lavender

## Bronze & Red

*Cunningham Gardens*

INCORPORATED

WALDRON, INDIANA



# PRICE SCHEDULE

(Prices are based upon the quantity of each variety ordered)

25 rooted cuttings, one variety .....	\$2.00 per unit
50 rate, one variety .....	\$3.50 per unit
100 rate, one variety .....	\$6.00 per 100
500 rate, one variety .....	\$5.50 per 100

The above prices are for YOUR selection of varieties. Please inquire for our discount schedule on 10,000 or more.

## SHIPPING INFORMATION

1. **DELIVERIES.** All orders are shipped, F.O.B. Indiana, via Railway Express collect, unless otherwise directed. If parcel post shipments are desired, be sure to allow sufficient postage with your order unless satisfactory credit has been established.
2. **CLAIMS.** Cuttings are in perfect condition when they are accepted by the transportation company. OUR RESPONSIBILITY CEASES WHEN THE DELIVERING CARRIER ACCEPTS SHIPMENT. We cannot be responsible for the safe arrival of your cuttings. If damage should occur enroute, have your AGENT inspect shipment and assist you in properly filing a claim for loss. We shall aid you in every way we can, but notify us immediately should there be damage.
3. **PACKAGING.** We have shipped plants to the wholesale trade for more than 50 years, therefore we are fully aware of the problems in handling perishable products. Our means of packaging assures safe arrival of cuttings, if properly handled in transit.
4. **SUBSTITUTION.** When substitution is permitted, we shall ship equal or better varieties, using our judgment. Often very minor substitution, if permitted, will complete an order in full in one shipment, thus eliminating the delay and expense of subsequent shipments. Please designate on your order if you cannot accept minor substitution.
5. **AVAILABILITY.** Garden Mum rooted cuttings are in constant production from January 1st to July 15th. 25 of each variety is the minimum that can be supplied, and all quantities must be multiples of 25 because of packaging. MINIMUM ORDER, 300 rooted cuttings.
6. **TERMS.** Payment should accompany all orders unless credit has been established. All invoices are due and payable 30 days after invoice date. C.O.D. orders are subject to 25% in advance. 1% interest charged per month on all past due accounts.

## COLLECTION RATES — VARIETIES OUR SELECTION

Collection No. 1	Collection No. 2	Collection No. 3	Collection No. 4
Tall varieties for cutting	Wide assortment for spring & fall	Spring blooming pots	Cushion varieties only

## ORDER MAY COMPRISE ANY COLLECTION OR COMBINATION OF COLLECTIONS

(varieties our selection)

<b>COLLECTION</b>	500 R. C. ....	\$ 27.50
<b>PRICES</b>	1000 R. C. ....	\$ 52.50
	2000 R. C. ....	\$100.00

**MINIMUM COLLECTION  
ORDER — 500 R. C.**

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WALDRON, INDIANA